



COMMUNITY ALLIES TOOLKIT

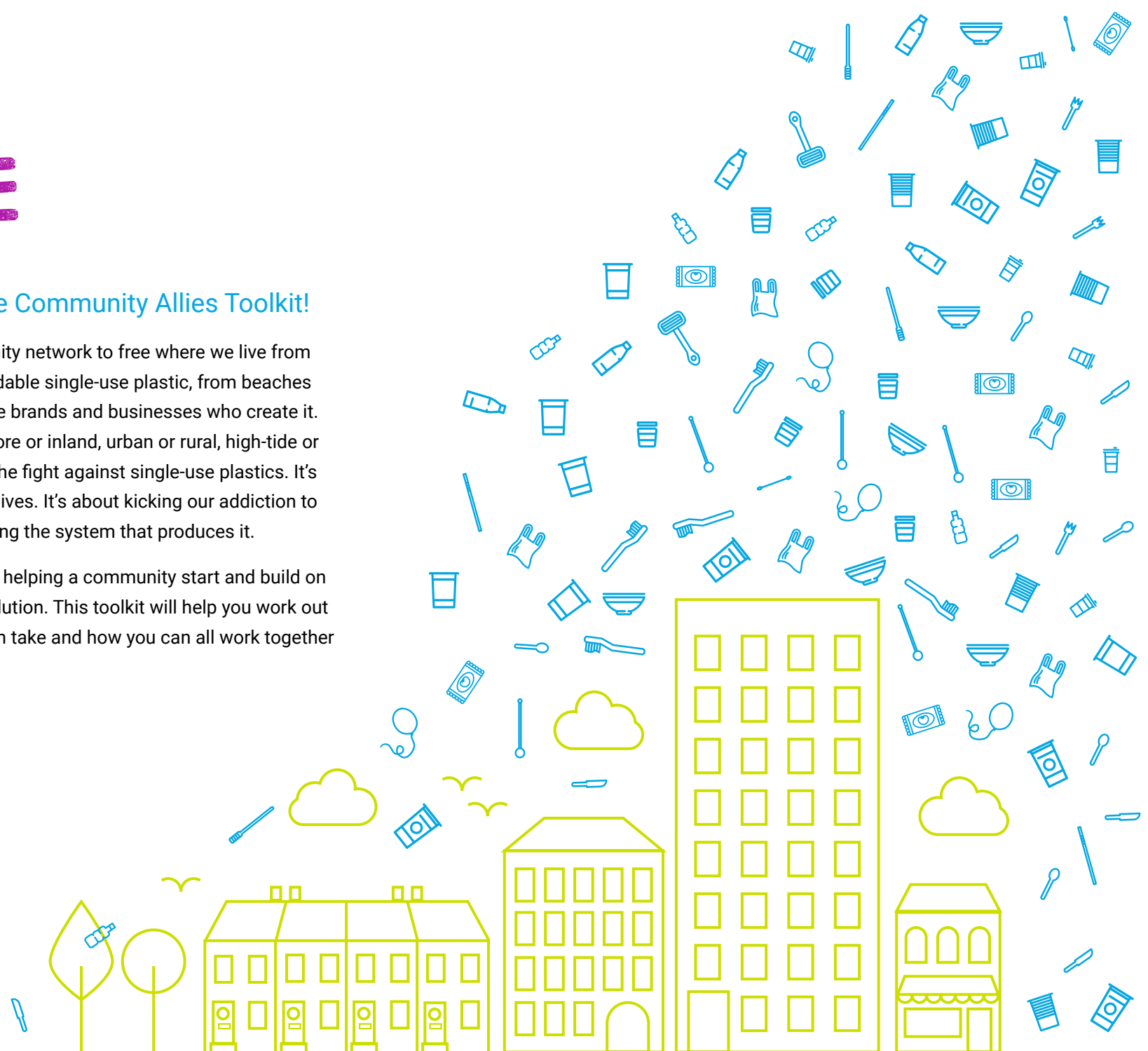


WELCOME

Welcome to your Plastic Free Community Allies Toolkit!

We're creating the Plastic Free Community network to free where we live from single-use. Together we're tackling avoidable single-use plastic, from beaches and green spaces all the way back to the brands and businesses who create it. Wherever you live, whether you're on shore or inland, urban or rural, high-tide or high-rise, we're uniting communities in the fight against single-use plastics. It's not about removing all plastic from our lives. It's about kicking our addiction to avoidable single-use plastic, and changing the system that produces it.

Community Allies are an integral part of helping a community start and build on its journey to turn the tide on plastic pollution. This toolkit will help you work out who your Allies are, what action they can take and how you can all work together to free where you live from single-use.



WHY DO YOU NEED COMMUNITY ALLIES?

Working together as a community makes you stronger ... and whole community action is key to a successful Plastic Free Community. Ensuring as many people as possible are aware of the plastic crisis and how they can take action offers the best chance for change. So, this objective is about reaching out and working with other people to strengthen your message.



Link up with as many sectors of your community as you can and get them to make the Plastic Free Communities Pledge (attached to this toolkit).

Action on this objective also includes things like holding events, doing talks, running workshops and generally raising awareness.

Anything that can help you reach and involve more people goes ... and the support and positivity you can breed is great for propelling your campaign forwards.

WHAT IS A COMMUNITY ALLY?

CATEGORY 1: SCHOOLS, COLLEGES AND UNIVERSITIES

Nurseries, Primary and Secondary Schools are all important allies. They help you reach the next generation to raise awareness and form new habits which reduce plastic impact.

And never underestimate the power of young people's voices!



The easiest way to get your local schools on board is to [sign them up to SAS Plastic Free Schools](#). The benefit of this is that it's a pupil-led programme, truly empowering a section of your community to take real action. Refer to the Schools Objective Packs you were sent with your welcome kit so you can explain to teachers what the programme involves and then ask them to [register on the SAS website](#).

Colleges and Universities can also sign up to take action, through following a version of the Plastic Free Communities Toolkit. Just get them to sign up with SAS to lead their community at www.plasticfree.org.uk and stay in touch with them to see how they get on.

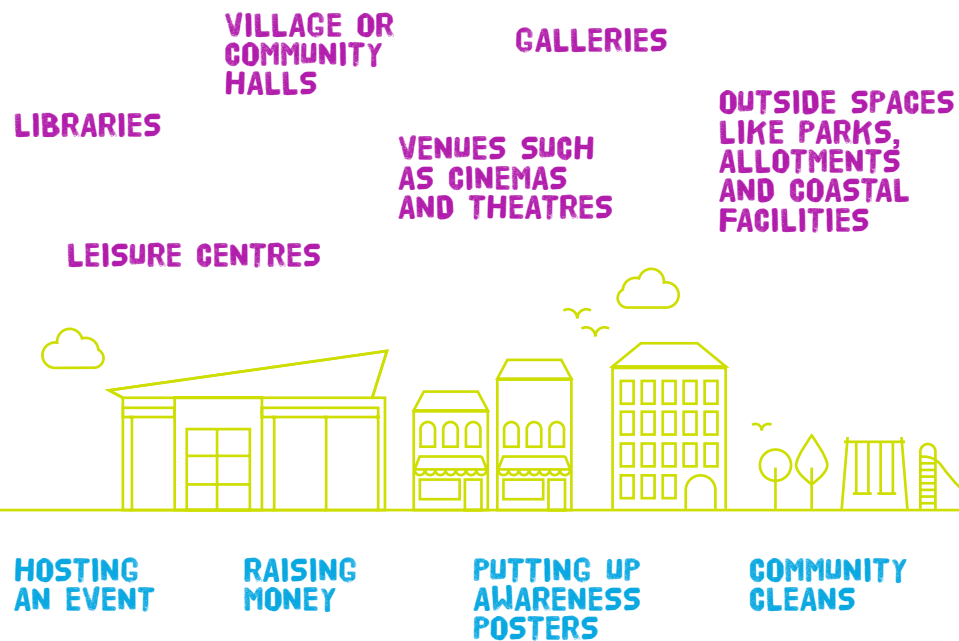
WWW.PLASTICFREE.ORG.UK



CATEGORY 2:

COMMUNITY SPACES

Community Spaces are places where you can spread the plastic free word to a diverse audience. Here are some ideas of the kind of Community Spaces you could engage with:



To be a Community Ally, Community Spaces need to make the Plastic Free Communities Pledge and also support your actions. That could be by hosting an event for you, putting up awareness posters, taking part in a community clean or raising money to support the wider Plastic Free Communities campaign.

CATEGORY 3:

COMMUNITY ORGANISATIONS

There are already some awesome organisations in your community who are reaching out to people and who could also already be working on environmental projects. Get in touch and link up, after all ... why re-invent the wheel? Collaboration will also enable you to reach more people in your community. Ideas of organisations you may want to engage with:



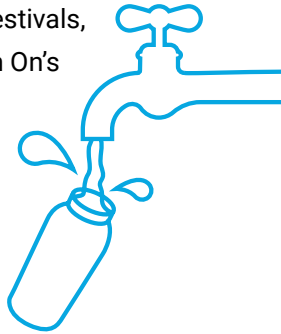
As with Community Spaces, to be a Community Ally, Community Organisations need to make the Plastic Free Communities Pledge and also support your actions through things like teaming up on an event, handing out Individual Action Plans, having you in for a talk or a workshop and supporting awareness in the community.



CATEGORY 4:

COMMUNITY EVENTS

Approach organisers of events in your community and see how you can work together to reduce the impact of local festivals, carnivals and celebrations like Christmas Light Switch On's and Bonfire Night. It could be introducing a refill cup scheme, banning balloons or asking traders not to supply single-use items. You could also have a presence at the events to raise awareness of what you are trying to achieve.



As well as making the Plastic Free Communities Pledge, events need to help spread the plastic free word to their audience.

CATEGORY 5:

COMMUNITY COMMUNICATIONS

Pop in to see your local radio team, local journalists and any other media organisations who are talking to your community. Get a regular slot in a community newsletter, set up brilliant social media accounts and engage your community. It all helps amplify your plastic free message and encourage more people to take part and do their bit. Refer to our Social Media and Community Leader toolkits for more advice on this.



Communication organisations you work with can make the Plastic Free Communities Pledge to take action themselves as well as publicise your work. Start gathering evidence of stories or other comms material which supports your Plastic Free Community.

PLASTIC FREE
COMMUNITIES
PLEDGE



FOR POPULATIONS OF OVER 100,000, A FLAGSHIP EMPLOYER MUST BE ON BOARD

(e.g. university, hospital or business with 100+ staff)

If you have a population of over 100k you will need to get a flagship employer on board. This means the company or organisation needs to make the Plastic Free Communities Pledge and also support your aims by spreading the word amongst staff. This employer will also need to have a representative on your Plastic Free Steering Group.



SIGNING UP COMMUNITY ALLIES

STEP ONE: IDENTIFY

Make a list of the Community Allies you want to engage with.
Ensure a spread across all five sections above.

THINK ABOUT:

1 WHO IS ALREADY ACTIVE ON PLASTIC IN YOUR COMMUNITY?

2 WHERE ARE THE KEY LOCATIONS IN YOUR COMMUNITY?

3 WHO CAN HELP YOU REACH THE MOST PEOPLE?

4 HOW MANY SCHOOLS DO YOU HAVE?

5 THINK ABOUT DIVERSITY AND HOW TO REACH DIFFERENT PEOPLE IN YOUR COMMUNITY

STEP TWO:

THE PLASTIC FREE COMMUNITIES PLEDGE

The Plastic Free Communities Pledge is a document which confirms your Community Ally's intention to get their own house in order. A copy is attached to this toolkit for you to print and get signed. It states your Ally will:



WORK TO REMOVE AT LEAST THREE SINGLE-USE PLASTIC ITEMS FROM THEIR PREMISES/OPERATIONS

COMMIT TO INCLUDE THEIR STANCE ON SINGLE-USE PLASTIC IN COMMUNICATIONS

SUPPORT PLASTIC FREE INITIATIVES IN THE COMMUNITY



STEP THREE:

COLLABORATE

Working together will help you get more people involved and more projects/events off the ground. It could be anything from giving your Allies a bunch of Individual Action Plans to hand out, to them hosting an event for you.

IDEAS INCLUDE:

- 1 HOSTING STEERING GROUP MEETINGS
- 2 PROVIDING A VENUE OR STAND FOR AN AWARENESS EVENT
- 3 LINKING UP ON A COMMUNITY CLEAN
- 4 PROVIDING VOLUNTEERS
- 5 PUBLICISING ACTION ON THEIR PLATFORMS
- 6 DOING A MASS UNWRAP WITH YOU
- 7 SUPPORTING AND PROMOTING YOUR LOCAL AND NATIONAL PLASTIC FREE COMMUNITY CAMPAIGN ACTIONS



MASS
UNWRAP
HERE TODAY



HOW TO REACH YOUR COMMUNITY ALLIES TARGET

The number of Allies you need in order to be able to tick off this Objective will depend on your population size. Check out the table below to see what your target is:

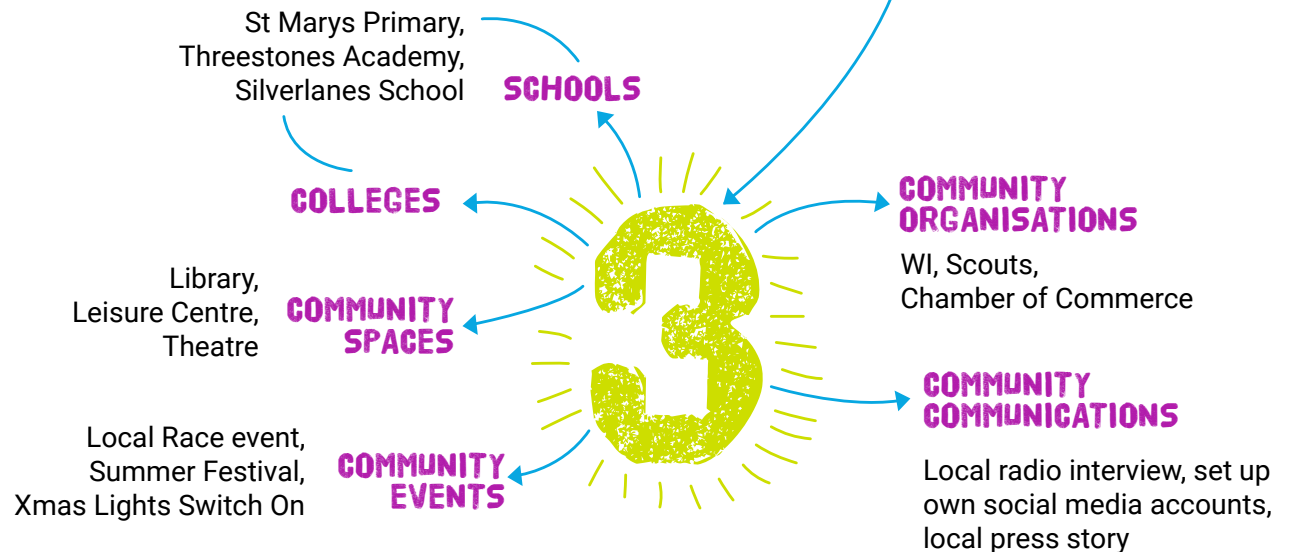
POPULATION	ALLY TARGET
0 > 2,500	5
2,500 > 5,000	10
5,000 > 10,000	15
10,000 > 20,000	20
20,000 > 50,000	30
50,000 > 75,000	40
75,000 > 100,000	50
100,000 > 125,000	60
125,000 > 150,000	70
150,000 > 200,000	90
200,000 > 250,000	110
250,000 > 300,000	130
300,000 > 400,000	170
400,000 > 500,000	210
> 500,000+	250

In order to pass the Community Allies Objective you will need to show that you have engaged with as equal a spread of Allies as possible.

EXAMPLE:

A community with a **POPULATION OF 10,000** will need to demonstrate action with at least **15 COMMUNITY ALLIES**. That action needs to be split across the categories listed earlier. So, that's...

LIKE THIS:



If schools, colleges or unis don't want to sign up to the SAS programmes outlined earlier, they can simply sign the Plastic Free Communities Pledge and take action to support your campaign locally, as any other Community Ally would do.

We look at communities individually so if you don't have enough Community Allies in any of the categories above, don't worry! We will work with what you've got so you can hit your target.

READY TO SUBMIT?

When you are ready to apply for Plastic Free Communities Approved status, there are some final things to do:

1
FILL IN THE COMMUNITY ALLIES REPORTING FORM THAT WAS SENT WITH YOUR REGISTRATION PACK, DETAILING THE ACTION YOUR ALLIES HAVE TAKEN TO SUPPORT YOU

2
GATHER SCANS OF YOUR ALLIES' SIGNED PLASTIC FREE COMMUNITIES PLEDGES

3
GATHER EVIDENCE OF ACTION, E.G. PHOTOS, DOCUMENTS, LETTERS AND PRESS COVERAGE

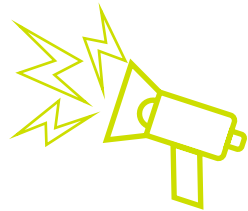
4
UPLOAD THE INFO ABOVE WITH YOUR APPLICATION FOR PLASTIC FREE COMMUNITIES APPROVED STATUS SO WE CAN AWARD ALL YOUR HARD WORK

APPLICATION FORM



TOP TIPS

TALK



Word of mouth is one of the most effective tools at your fingertips. Tell people what you are doing when you're shopping, at work, on the school run, out socialising, in every walk of life.

Use our social media resources and toolkits to create an online presence. Create a buzz. Be positive, inclusive and confident.

Get people talking and thinking. Use our individual action plans to motivate the wider community and create community ownership.

BE SEEN

Go to local events. We supply materials you can take along. Get creative and use your group's presence to instigate more conversations. Use being part of it to get organisers on board as allies or local backers.

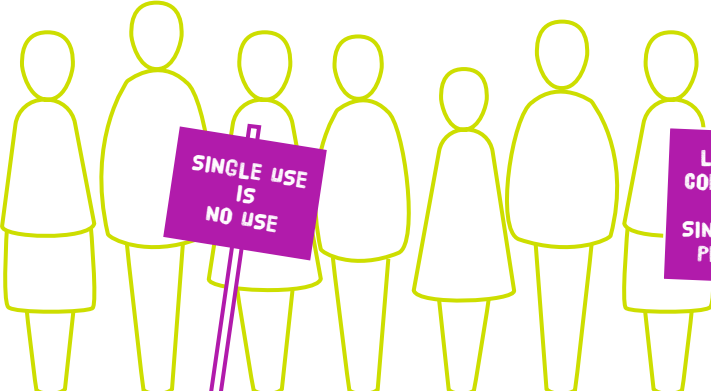
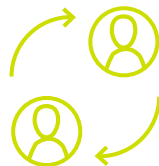
Hold your own Plastic Free Communities events. Keep things simple... and simply raise awareness.

Visit businesses and allies in person. Forge relationships over (plastic free) coffee and cake!

COLLABORATE

Work with your community and pull together existing action where you can. Don't give yourselves extra work! Use your collective voice.

Use existing and new contacts you have made to develop relationships with decision makers. Use your growing presence, positive actions and collaborative attitude to win them over. Show community appetite!



SINGLE USE IS NO USE

LOVE MY COMMUNITY. HATE SINGLE-USE PLASTIC.



Surfers Against Sewage is one of the UK's leading marine conservation and campaigning charities.

Our mission is simple:

TO CREATE OCEAN ACTIVISTS EVERYWHERE

Our projects and campaigns inspire, unite and empower individuals and communities to take action to protect oceans, beaches, waves and wildlife.

Plastic pollution in our oceans is the 'new sewage'. Blighting our beaches and strangling our seashores it reaches every part of our oceans. It is one of the biggest global environmental threats of our age and fighting it together is our priority issue. To combat plastic pollution we will:

- 1. STOP THE PROBLEM AT SOURCE**
- 2. CLEAN UP POLLUTION FROM OUR BEACHES**

Plastic Free Communities is a movement to engage and connect individuals, communities and businesses in the collective effort to reduce the flow of single-use plastics into the marine environment.

THRIVING OCEAN, THRIVING PEOPLE

This is our vision of the future. This simple phrase captures everything that matters to us, not just in SAS, but humankind. It's a mantra, a motto, a rallying cry to drive us on, with a huge collective goal to help tilt our delicate planet back on its axis. This sounds huge, but when you love what you do, and work as one, that future draws ever nearer.

**TOGETHER, WE ARE THE
VOICE OF THE OCEAN**



www.sas.org.uk

**PLASTIC FREE
COMMUNITIES**

SURFERS AGAINST SEWAGE

Freeing where we live from single-use

THE PLASTIC FREE PLEDGE

We're creating the Plastic Free Community network to free where we live from single-use. Together we're tackling avoidable, throwaway plastic from beaches, rivers, and green spaces all the way back to the brands and businesses who create it. Wherever you live, whether you're on shore or inland, urban or rural, high-tide or high-rise, we're uniting communities in the fight against single-use plastics. It's not about removing all plastic from our lives. It's about kicking our addiction to avoidable single-use plastic, and changing the system that produces it.

WE:.....

MAKE THE PLASTIC FREE COMMUNITIES PLEDGE TO:

- 1** WORK TO REMOVE AT LEAST THREE SINGLE-USE PLASTIC ITEMS FROM OUR DAY TO DAY ACTIVITIES
- 2** COMMIT TO INCLUDE OUR STANCE ON SINGLE-USE PLASTIC IN COMMUNICATIONS.
- 3** RAISE AWARENESS AND SUPPORT PLASTIC FREE INITIATIVES IN THE COMMUNITY

LET'S FREE WHERE
WE LIVE FROM
SINGLE-USE, ONE
PLASTIC BOTTLE
AT A TIME!

You can contact our local Plastic Free Community here:

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